

St Pete Beach

Demographics

| Summary | Census 2010 | 2017 | 2022 |
|---------------------------------|-------------|----------|----------|
| Population | 9,346 | 9,739 | 10,090 |
| Households | 5,100 | 5,256 | 5,416 |
| Families | 2,563 | 2,612 | 2,682 |
| Average Household Size | 1.83 | 1.85 | 1.86 |
| Owner Occupied Housing Units | 3,440.05 | 3,300.74 | 3,378 |
| Renter Occupied Housing Units | 1,657 | 1,960 | 2,035 |
| Median Age | 56.1 | 59.4 | 61.6 |
| Trends: 2017 - 2022 Annual Rate | Area | State | National |
| Population | 0.71% | 1.36% | 0.83% |
| Households | 0.60% | 1.30% | 0.79% |
| Families | 0.53% | 1.25% | 0.71% |
| Owner HHs | 11.51% | 1.20% | 0.71% |
| Median Household Income | 2.69% | 2.13% | 2.12% |

| Population by Age | Census 2010 | | 2017 | | 2022 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 178 | 1.9% | 166 | 1.7% | 161 | 1.6% |
| 5 - 9 | 271 | 2.9% | 214 | 2.2% | 212 | 2.1% |
| 10 - 14 | 290 | 3.1% | 263 | 2.7% | 242 | 2.4% |
| 15 - 24 | 533 | 5.7% | 516 | 5.3% | 494 | 4.9% |
| 25 - 34 | 636 | 6.8% | 662 | 6.8% | 676 | 6.7% |
| 35 - 44 | 897 | 9.6% | 799 | 8.2% | 817 | 8.1% |
| 45 - 54 | 1,682 | 18.0% | 1,442 | 14.8% | 1,251 | 12.4% |
| 55 - 64 | 1,832 | 19.6% | 1,997 | 20.5% | 1,927 | 19.1% |
| 65 - 74 | 1,542 | 16.5% | 2,017 | 20.7% | 2,351 | 23.3% |
| 75 - 84 | 1,065 | 11.4% | 1,140 | 11.7% | 1,412 | 14.0% |
| 85 + | 430 | 4.6% | 516 | 5.3% | 555 | 5.5% |
| 18 + | 8,449 | 90.4% | 8,943 | 91.8% | 9,322 | 92.4% |

| Race and Ethnicity | Census 2010 | | 2017 | | 2022 | |
|----------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 8,972 | 96.0% | 9,272 | 95.2% | 9,546 | 94.6% |
| Black Alone | 65 | 0.7% | 78 | 0.8% | 81 | 0.8% |
| American Indian Alone | 28 | 0.3% | 29 | 0.3% | 30 | 0.3% |
| Asian Alone | 103 | 1.1% | 136 | 1.4% | 161 | 1.6% |
| Pacific Islander Alone | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Some Other Race Alone | 84 | 0.9% | 107 | 1.1% | 121 | 1.2% |
| Two or More Races | 93 | 1.0% | 127 | 1.3% | 151 | 1.5% |
| Hispanic Origin (Any Race) | 411 | 4.4% | 545 | 5.6% | 676 | 6.7% |

| Households by Income | 2017 | | 2022 | |
|--------------------------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 447 | 8.5% | 422 | 7.8% |
| \$15,000 - \$24,999 | 494 | 9.4% | 439 | 8.1% |
| \$25,000 - \$34,999 | 468 | 8.9% | 412 | 7.6% |
| \$35,000 - \$49,999 | 541 | 10.3% | 477 | 8.8% |
| \$50,000 - \$74,999 | 1,004 | 19.1% | 991 | 18.3% |
| \$75,000 - \$99,999 | 473 | 9.0% | 574 | 10.6% |
| \$100,000 - \$149,999 | 810 | 15.4% | 953 | 17.6% |
| \$150,000 - \$199,999 | 463 | 8.8% | 525 | 9.7% |
| \$200,000+ | 557 | 10.6% | 623 | 11.5% |
| Median Household Income | \$64,713 | | \$73,896 | |
| Average Household Income | \$102,474 | | \$114,917 | |
| Per Capita Income | \$55,369 | | \$61,741 | |

Demographics (cont.)

2017 Households by Disposable Income

| | Number | Percent |
|---------------------------|----------|---------|
| Total | 5,257 | 100.0% |
| <\$15,000 | 534 | 10.2% |
| \$15,000-\$24,999 | 589 | 11.2% |
| \$25,000-\$34,999 | 479 | 9.1% |
| \$35,000-\$49,999 | 773 | 14.7% |
| \$50,000-\$74,999 | 931 | 17.7% |
| \$75,000-\$99,999 | 562 | 10.7% |
| \$100,000-\$149,999 | 788 | 15.0% |
| \$150,000-\$199,999 | 301 | 5.7% |
| \$200,000+ | 300 | 5.7% |
| Median Disposable Income | \$55,021 | |
| Average Disposable Income | \$77,756 | |

2017 Disposable Income by Age of Householder

| | Number of Households | | | | | | |
|---------------------------|----------------------|----------|----------|-----------|----------|----------|----------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 77 | 315 | 430 | 863 | 1,181 | 1,246 | 1,145 |
| <\$15,000 | 7 | 25 | 22 | 50 | 124 | 147 | 159 |
| \$15,000-\$24,999 | 6 | 39 | 32 | 66 | 102 | 170 | 174 |
| \$25,000-\$34,999 | 7 | 25 | 30 | 51 | 104 | 96 | 166 |
| \$35,000-\$49,999 | 13 | 57 | 60 | 112 | 142 | 163 | 227 |
| \$50,000-\$74,999 | 22 | 58 | 109 | 138 | 166 | 227 | 211 |
| \$75,000-\$99,999 | 5 | 35 | 59 | 111 | 140 | 134 | 78 |
| \$100,000-\$149,999 | 11 | 53 | 56 | 168 | 226 | 194 | 81 |
| \$150,000-\$199,999 | 3 | 10 | 34 | 80 | 95 | 52 | 26 |
| \$200,000+ | 3 | 13 | 28 | 87 | 82 | 63 | 23 |
| Median Disposable Income | \$54,062 | \$53,517 | \$63,634 | \$77,534 | \$66,024 | \$53,694 | \$38,662 |
| Average Disposable Income | \$70,088 | \$71,493 | \$86,945 | \$100,287 | \$87,978 | \$74,047 | \$53,055 |

2017 Households by Net Worth

| | Number | Percent |
|---------------------|-------------|---------|
| Total | 5,255 | 100.0% |
| <\$15,000 | 1,026 | 19.5% |
| \$15,000-\$34,999 | 308 | 5.9% |
| \$35,000-\$49,999 | 176 | 3.3% |
| \$50,000-\$74,999 | 281 | 5.3% |
| \$75,000-\$99,999 | 204 | 3.9% |
| \$100,000-\$149,999 | 384 | 7.3% |
| \$150,000-\$249,999 | 608 | 11.6% |
| \$250,000-\$499,999 | 763 | 14.5% |
| \$500,000+ | 1,505 | 28.6% |
| Median Net Worth | \$182,181 | |
| Average Net Worth | \$1,251,802 | |

2017 Net Worth by Age of Householder

| | Number of Households | | | | | | |
|---------------------|----------------------|----------|-----------|-----------|-------------|-------------|-------------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 77 | 315 | 430 | 862 | 1,181 | 1,246 | 1,147 |
| <\$15,000 | 48 | 160 | 152 | 221 | 245 | 128 | 74 |
| \$15,000-\$34,999 | 13 | 55 | 47 | 66 | 75 | 28 | 24 |
| \$35,000-\$49,999 | 2 | 26 | 30 | 36 | 38 | 30 | 15 |
| \$50,000-\$99,999 | 8 | 33 | 62 | 100 | 109 | 94 | 79 |
| \$100,000-\$149,999 | 1 | 9 | 32 | 69 | 74 | 121 | 79 |
| \$150,000-\$249,999 | 4 | 12 | 23 | 104 | 158 | 133 | 174 |
| \$250,000+ | 1 | 20 | 84 | 266 | 482 | 712 | 702 |
| Median Net Worth | \$12,031 | \$14,766 | \$42,072 | \$104,457 | \$173,412 | \$250,001 | \$250,001 |
| Average Net Worth | \$38,440 | \$90,088 | \$653,593 | \$807,340 | \$1,252,440 | \$2,005,709 | \$1,387,678 |

Business Summary (2017)

| by NAICS Codes | Businesses | | Employees | |
|--|------------|---------------|--------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 0 | 0.0% | 0 | 0.0% |
| Mining | 0 | 0.0% | 0 | 0.0% |
| Utilities | 0 | 0.0% | 0 | 0.0% |
| Construction | 12 | 2.1% | 42 | 0.5% |
| Manufacturing | 5 | 0.9% | 36 | 0.5% |
| Wholesale Trade | 7 | 1.2% | 37 | 0.5% |
| Retail Trade | 85 | 14.8% | 691 | 8.8% |
| Motor Vehicle & Parts Dealers | 3 | 0.5% | 14 | 0.2% |
| Furniture & Home Furnishings Stores | 0 | 0.0% | 0 | 0.0% |
| Electronics & Appliance Stores | 2 | 0.3% | 12 | 0.2% |
| Bldg Material & Garden Equipment & Supplies Dealers | 7 | 1.2% | 41 | 0.5% |
| Food & Beverage Stores | 13 | 2.3% | 345 | 4.4% |
| Health & Personal Care Stores | 5 | 0.9% | 81 | 1.0% |
| Gasoline Stations | 5 | 0.9% | 20 | 0.3% |
| Clothing & Clothing Accessories Stores | 21 | 3.6% | 101 | 1.3% |
| Sport Goods, Hobby, Book, & Music Stores | 7 | 1.2% | 25 | 0.3% |
| General Merchandise Stores | 4 | 0.7% | 14 | 0.2% |
| Miscellaneous Store Retailers | 16 | 2.8% | 38 | 0.5% |
| Nonstore Retailers | 2 | 0.3% | 0 | 0.0% |
| Transportation & Warehousing | 11 | 1.9% | 124 | 1.6% |
| Information | 7 | 1.2% | 51 | 0.7% |
| Finance & Insurance | 17 | 3.0% | 84 | 1.1% |
| Central Bank/Credit Intermediation & Related Activities | 9 | 1.6% | 58 | 0.7% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 5 | 0.9% | 16 | 0.2% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 3 | 0.5% | 10 | 0.1% |
| Real Estate, Rental & Leasing | 78 | 13.5% | 438 | 5.6% |
| Professional, Scientific & Tech Services | 37 | 6.4% | 112 | 1.4% |
| Legal Services | 9 | 1.6% | 24 | 0.3% |
| Management of Companies & Enterprises | 0 | 0.0% | 0 | 0.0% |
| Administrative & Support & Waste Management & Educational Services | 17 | 3.0% | 48 | 0.6% |
| Health Care & Social Assistance | 5 | 0.9% | 38 | 0.5% |
| Arts, Entertainment & Recreation | 6 | 1.0% | 69 | 0.9% |
| Arts, Entertainment & Recreation | 17 | 3.0% | 153 | 2.0% |
| Accommodation & Food Services | 142 | 24.7% | 4,574 | 58.5% |
| Accommodation | 53 | 9.2% | 3,316 | 42.4% |
| Food Services & Drinking Places | 89 | 15.5% | 1,258 | 16.1% |
| Other Services (except Public Administration) | 71 | 12.3% | 878 | 11.2% |
| Automotive Repair & Maintenance | 6 | 1.0% | 13 | 0.2% |
| Public Administration | 24 | 4.2% | 443 | 5.7% |
| Unclassified Establishments | 35 | 6.1% | 3 | 0.0% |
| Total | 576 | 100.0% | 7,821 | 100.0% |